

Thank you for contributing to this important project.

The study aims to map practices, production structures and funding conditions for the independent performing arts field in Denmark.

The survey targets professional, independent and project-supported performing arts actors (companies or individual artists) without a permanent stage who realise works under their own direction.

In the questionnaire, we ask you to provide key financial figures for the financial year 22/23. We do this in order to gain knowledge about the finances of independent groups - knowledge that is essential to depict the field's conditions

The survey is designed to be completed in approximately 10-15 minutes. The survey was initiated by the Development Platform for Performing Arts (UP), which works develop and upskill the independent performing arts throughout Denmark and Danish independent performing arts abroad.

The survey has been developed in collaboration with Danish Theatre and the Danish Institute for Cultural Analysis. The answers from the questionnaire will be compiled in an anonymised report with protection of sensitive personal data.

If you experience technical problems or have questions about the survey, can contact the Danish Institute for Cultural Analyses at ida@kulturanalyser.dk

The first part of the survey deals with basic knowledge.

PRESS "NEXT" to begin the questionnaire.

How long have you worked professionally in the performing artsproducing your own work?

- (1) ☐ Under 5 years
- (2) ☐ 6-10 years
- (3) ☐ 11-20 years
- (4) ☐ More than 20 years
- (5) ☐ I have not produced works under my own direction

What is the name of your company? If you operate under your own name, please enter your name (not mandatory)

What type of organisation is your work based on?

- (1) ☐ Employee/freelancer without CVR number
- (2) ☐ Sole proprietorship with CVR number
- (3) ☐ Partnership (I/S)
- (4) ☐ Theatre association with CVR number
- (5) ☐ Artistic collective: Understood as a more informal form of collaboration without a CVR number, where a group of artists work together on professional performing arts projects without necessarily having a formal legal structure.
- (6) ☐ Other organisational form? elaborate _____

Where are you based?

- (1) ☐ Copenhagen
- (2) ☐ Other locations in the Capital Region of Denmark
- (3) ☐ Region Zealand
- (4) ☐ Århus
- (5) ☐ Other locations in Central Denmark Region
- (6) ☐ Ålborg
- (7) ☐ Other locations in North Denmark Region
- (8) ☐ Odense
- (9) ☐ Other locations in the region of Southern Denmark
- (10) ☐ _____

What is your primary job title?

- (1) ☐ Artistic Director
- (2) ☐ Instructor
- (3) ☐ Actor
- (4) ☐ Set designer
- (5) ☐ Lighting Designer
- (6) ☐ Sound Designer
- (7) ☐ Choreographer
- (8) ☐ Composer
- (9) ☐ Playwright
- (11) ☐ Dancer
- (12) ☐ Performer
- (10) ☐ Other? elaborate _____

What artistic training do you have?

Feel free to tick more if relevant

- (1) ☐ Educated at The Danish School of Performing Arts
- (2) ☐ Other Danish state art education (art academy, music conservatory, writers' school, etc.)
- (3) ☐ International artistic programme at BA or MA level
- (4) ☐ University education in Denmark (dramaturgy, performance studies etc.)
- (5) ☐ University education abroad
- (6) ☐ Private/alternative performing arts school in Denmark
- (7) ☐ Private/alternative international performing arts school
- (8) ☐ Self-taught performing artist
- (9) ☐ Other education? elaborate _____

What type of support have you received from the Danish Arts Foundation in the last 3 years?

Select all relevant ones.

- (1) ☐ No support
- (2) ☐ Project support
- (3) ☐ Project and operational support
- (4) ☐ Support for international activities
- (5) ☐ Development support
- (6) ☐ Labour scholarship
- (7) ☐ Other? elaborate _____

What genre do you primarily work with?

- (1) ☐ Talk Theatre
- (2) ☐ In
- (3) ☐ Music drama
- (4) ☐ Cross-art formats
- (5) ☐ Performance
- (6) ☐ Contemporary Circus
- (7) ☐ Puppet and animation theatre
- (8) ☐ Physical theatre
- (9) ☐ Other? elaborate _____

How many finished works have you realised on your own in the last 5 years?

- (1) ☐ 0-1
- (2) ☐ 2-3
- (3) ☐ 4-5
- (4) ☐ More than 5 finished works

The next part of the survey covers activities and target groups.

Which activities best describe the purpose of your work?

You must select max 3 answers

- (1) ☐ Produces own works
- (2) ☐ Co-producing works with institutional theatres
- (3) ☐ Tour activity
- (4) ☐ Presents works produced by others (e.g. as a festival organiser)
- (5) ☐ Operates a production site or venue for presentation
- (6) ☐ International activity
- (7) ☐ Artistic research and development
- (8) ☐ Other? elaborate _____

What types of activities do you primarily do in your work?

You must select max 3 answers

- (1) ☐ Produces own works for desktop display.
- (2) ☐ Produces own works for touring.
- (3) ☐ Co-producing works with institutional theatres
- (4) ☐ Contributes artistically to other people's productions
- (5) ☐ Presenting or hosting the works of others
- (6) ☐ Training programmes and workshops
- (7) ☐ Tour activity
- (8) ☐ International activity
- (9) ☐ Location-specific or immersive experiences
- (10) ☐ Collaborative projects with other organisations, including cross-sectoral
- (11) ☐ Exhibitions and visual art performances
- (12) ☐ Community outreach and social networking

- (13) ☐ Events, happenings and festivals
- (14) ☐ Residency programmes for artists
- (15) ☐ Artistic research and development
- (16) ☐ Other? elaborate _____

What types of venues are your works most often presented in?

You must select max 3 answers

- (1) ☐ Black box
- (2) ☐ Festival
- (3) ☐ Site specific
- (4) ☐ Art centres and museums
- (5) ☐ Cultural centres and libraries
- (6) ☐ Schools, educational institutions etc.
- (7) ☐ Other public spaces
- (8) ☐ Other? elaborate _____

Which target groups do you work with?

Select all relevant ones.

- (1) ☐ Kids
- (2) ☐ Youth
- (3) ☐ Adults
- (4) ☐ Children, adolescents and adults combined
- (5) ☐ Special audience segments (outreach)
- (6) ☐ Other? elaborate _____

Do you want to increase your international activity?

(3) ☐ Yes

(2) ☐ No

Can you describe the challenges/opportunities for realising increased international activity?

How do you assess the value of exchange and collaboration with international players?

(4) ☐
Very much
valuable

(1) ☐
Valuable

(5) ☐
Smaller
valuable

(2) ☐ Not
valuable

(3) ☐ Don't
know

The next part of the survey deals with production conditions.

In this section, you should start with your last representative production. That is, the last work you produced and presented that in format and volume is typical of your practice.

When did you premiere your last production?

(1) ☐ Before 2019

(2) ☐ 2019

(3) ☐ 2020

(4) ☐ 2021

(5) ☐ 2022

(6) ☐ 2023

(7) ☐ 2024

How was your last production financed?

Select one or more.

- (1) ☐ Project funding from the Danish Arts Foundation
- (2) ☐ Project funds from municipality
- (3) ☐ Project funds from region
- (4) ☐ Private funds
- (5) ☐ Co-production grants
- (6) ☐ International financing
- (7) ☐ Sponsorships
- (8) ☐ Labour scholarship
- (9) ☐ Equity
- (10) ☐ Other? elaborate _____

If it was a co-production, what did the collaboration consist of?

Select one or more.

- (7) ☐ There was no co-production
- (1) ☐ Co-financing of production
- (2) ☐ Free access to production facilities
- (3) ☐ Free access to presentation rooms
- (4) ☐ In-kind contributions for administration, PR or other
- (5) ☐ View option
- (6) ☐ Other? elaborate _____

Who did you collaborate with during co-production?

- (1) ☐ Lille Storby Theatre
- (2) ☐ Egnsteater
- (3) ☐ \$5-theatre

- (4) ☐ The Royal Theatre
- (5) ☐ Other art or culture centre
- (6) ☐ Festival
- (7) ☐ International partner
- (8) ☐ Municipal partner
- (9) ☐ Other? elaborate _____

To what extent has there been collaboration with a performing arts producer on the production?

- (1) ☐ The producer is a full-time employee of the company
- (7) ☐ The producer is a part-time employee of the company
- (2) ☐ The producer was employed on a temporary basis for the the production
- (3) ☐ I use producer agency
- (4) ☐ I produce myself, although my primary function is artistic
- (5) ☐ I produce myself and prefer to be self-producing
- (6) ☐ Other? elaborate _____

What were the manufacturer's tasks?

Select one or more.

- (1) ☐ Fundraising and other funding work
- (2) ☐ Coordination of processes in production / production management
- (3) ☐ PR and marketing
- (4) ☐ Administrative support
- (5) ☐ Sales work, including touring
- (6) ☐ Tour Coordination
- (7) ☐ Reporting, evaluation and dissemination
- (8) ☐ Other? elaborate _____

To what extent do you consider it valuable for you to have a producer associated with your productions?

- (1) ☐ To a high degree (6) ☐ In any degree (4) ☐ In less degree (2) ☐ To a low degree (3) ☐ Don't know

Do you find it easy to find qualified manufacturers to work with?

- (1) ☐ Yes, you can
(2) ☐ No
(3) ☐ Don't know

Based on your last representative production, how many views have you had of the work so far?

- (6) ☐ 0
(1) ☐ 1-5
(2) ☐ 6-10
(3) ☐ 11-20
(4) ☐ 21-30
(5) ☐ +

Where has the work been shown?

- (1) ☐ Denmark
(2) ☐ International
(3) ☐ Both
(4) ☐ Not applicable

Where in Denmark has the work been shown?

Select one or more.

- (1) ☐ Copenhagen
- (2) ☐ Other locations in the Capital Region of Denmark
- (3) ☐ Region Zealand
- (4) ☐ Århus
- (5) ☐ Other locations in Central Region
- (6) ☐ Ålborg
- (7) ☐ Other locations in North Denmark Region
- (8) ☐ Odense
- (9) ☐ Other locations in the region of Southern Denmark

The next part of the survey deals with economics and financing.

Did you produce and/or present works in season 22/23?

- (1) ☐ Yes, you can
- (2) ☐ No
- (3) ☐ Don't know/don't want to disclose

What was your total revenue in the financial year 22/23?

Concrete knowledge about the finances of independent groups is essential in order to be able to describe the conditions in the field. Therefore, we ask you to provide key financial figures for the financial year 22/23.

Revenue is the income you or your organisation generates before expenses such as salaries, materials, rent and other operating costs are taken into account. If you or your organisation has sold productions for 100,000 DKK and received grants totalling 100,000, the turnover for the year is DKK 200,000, regardless of whether you have had expenses for development and production.

Please enter an integer with a minimum value of 0.

(2) ☐ _____

(1) ☐ do not know/do not wish to disclose

Did you receive public funds in the financial year 22/23?

Select one or more.

(1) ☐ Project funding from the Danish Arts Foundation

(2) ☐ Operating funds from the Danish Arts Foundation

(3) ☐ Project funds from municipality

(4) ☐ Project funds from region

(5) ☐ Operating funds from municipality

(6) ☐ Operating funds from region

(7) ☐ Work grants from the Danish Arts Foundation

(8) ☐ Finanslov

(9) ☐ International funds

(11) ☐ Don't know/don't want to disclose

(10) ☐ Other? elaborate _____

What percentage of your revenue in 22/23 consisted of grants/grants from private sources (foundations, sponsorships, donations, etc.)?

Please enter an integer with a minimum value of 0 and a maximum value of 100

(2) ☐ _____

(1) ☐ do not know/do not wish to disclose

What percentage of your revenue in 22/23 was generated from performance sales, ticket sales and other commercial revenue sources?

Please enter an integer with a minimum value of 0 and a maximum value of 100

(2) ☐ _____

(1) ☐ do not know/do not wish to disclose

What were your main sources of earned income in 22/23?

Earned income refers to sales and other income - not public grants, foundations, scholarships or sponsorships

You must select max 3 answers

(1) ☐ Ticket sales

(2) ☐ Sales of performances for touring

(3) ☐ Workshops and training

(4) ☐ Consultancy or artistic assistance

(5) ☐ Licences and royalties

(6) ☐ Digital content sales

(7) ☐ Special events

(8) ☐ Rental of equipment or premises

(9) ☐ None of the above

(11) ☐ Don't know/don't want to disclose

(10) ☐ Other? elaborate _____

Can you provide more information about these sources of income or anything else related to your ability to generate earned income?

(2) ☐ _____

(1) ☐ No

What percentage of your revenue in 22/23 was spent on administration and operations?

Please enter an integer with a minimum value of 0 and a maximum value of 100

(2) ☐ _____

(1) ☐ do not know/do not wish to disclose

Do you have any additional comments regarding the coverage of administrative and operational costs?

(2) ☐ _____

(1) ☐ No

How many permanent full-time employees did you have in the financial year 22/23?

Please enter a whole number with a minimum value of 0. This number should only represent actual people who are full-time employees, not a summation of FTEs.

(2) ☐ _____

(1) ☐ do not know/do not wish to disclose

How many permanent part-time employees did you have in the financial year 22/23? Please enter a whole number with a minimum value of 0. This number should only represent real people who are part-time employees.

(2) ☐ _____

(1) ☐ do not know/do not wish to disclose

How many project employees did you have in the financial year 22/23?

Please enter an integer with a minimum value of 0. This number should only represent real people who are project employees.

(1) ☐ _____

(2) ☐ Don't know/don't want to disclose

How much of your total annual personal income (salary) comes from performing arts activities?

(1) ☐ 0-25%

(2) ☐ 26-50%

(3) ☐ 51-75%

(4) ☐ 76-99%

(6) ☐ 100%.

(5) ☐ Don't know/don't want to disclose

The next part of the survey focuses on business models.

In your own words, how would you describe the business model of your operation or company? (not mandatory)

For example, what are your strategic plans and funding considerations?

How do you rate your confidence in your current business model?

(1) ☐
Very much

Safe and
secure

(2) ☐
Partial

Safe and secure

(3) ☐
Neutral

(4) ☐
Partial

unsure

(5) ☐
Very
much
unsure

Do you see opportunities to develop areas in your business model?

(3) ☐ Yes

(2) ☐ No

If no: Why not?

If yes: Which ones?

Select one or more.

(1) ☐ Creating new revenue streams

(2) ☐ Creating new forms of (economic) co-operation around new production

(3) ☐ Amplify existing sources of earned income

(4) ☐ Savings in costs

(5) ☐ New distribution channels (new ways reach audiences)

(6) ☐ A completely different business model (complete disruption of the current model)

(7) ☐ Other? elaborate _____

Would you like to elaborate on where you think you can or should develop your business model? You can skip this question if you have nothing more to add.

What are the challenges of changing your business model?

Select one or more

- (1) ☐ Lack of professionalism and skills
- (2) ☐ Lack of resources and capacity
- (3) ☐ Lack of financing structures
- (5) ☐ None of the above
- (4) ☐ Other? elaborate _____

How important do you think it is for your organisation to innovate its current business model?

- | | | | | |
|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| (1) ☐ | (2) ☐ | (3) ☐ | (4) ☐ | (5) ☐ |
| Very much | Somethin | Neutral | Smaller | Head of the |
| Important | g | | Important | organisatio |
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On a structural level, where is it most important to take action to develop your practice?

You must select a maximum of 3 answers.

- (1) ☐ Support structures
- (2) ☐ Terms of production
- (3) ☐ Stage capacity
- (4) ☐ Tour structures
- (5) ☐ Working conditions

(6) ☐ Training opportunities

(7) ☐ Internationalisation

(8) ☐ Other? elaborate _____

Does your organisation have any upcoming projects or initiatives that you are particularly excited about in relation to your business model? (not mandatory)

Which initiatives would you consider most important to strengthen the independent performing arts?

Select max 3.

(1) ☐ Developing sustainable business models

(2) ☐ International ventures, touring opportunities and networking

(3) ☐ National initiatives, touring opportunities and networks

(4) ☐ Knowledge sharing and collaboration between the independent performing arts field and the rest of the performing arts industry

(5) ☐ Artistic development programmes, such as residencies etc.

(6) ☐ Administrative and production professional development programmes

(7) ☐ Increasing access to spaces for artistic development

(8) ☐ Increased viewing options and access to customer networks

(9) ☐ Dissemination and visibility of the independent performing arts

(11) ☐ Don't know/none of the above

(10) ☐ Other? elaborate _____

Are there any themes you miss in the survey? (not mandatory)

Is there anything else you'd like to tell us?

(1) ☐ _____

(2) ☐ No

If you would like to know more, we will contact you to inform about the UP newsletter.

(1) ☐ Yes please: Enter your address _____

(2) ☐ No thanks

Can we contact you if we have further questions about your answers?

(3) ☐ Yes

(2) ☐ No

Please enter your contact email.

You have now completed the survey and thank you very much for your time and help.

Your contribution helps strengthen the knowledge needed to improve conditions in the independent performing arts field in Denmark. The more people who participate, the stronger the foundation will be. We therefore encourage you to forward the invitation to the questionnaire to relevant people in your network.

Thank you in advance and thank you for now.